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## IMPLEMENTATION The Byway Organization

The Advisory Committee has played a crucial role in the development of this Corridor Management Plan (CMP). To continue this momentum, the involvement of these member organizations should continue into the implementation phase.

As the lead agency for this CMP and the identified scenic byway agency for the District Department of Transportation (DDOT) provides leadership in byway planning and serves as the official applicant for federal funds. But further management and organization is needed. The DC Scenic Byways Program must take steps to further define its long-term management structure and to set up a responsible entity dedicated to the vision and objectives of this plan.

Another major participant in the byway program should be the DC Office of Planning. This office, though its Neighborhood Planning program, has assigned professional planners to each of the city's Wards. With their constituents, these Neighborhood Planning Coordinators have developed a database of potential projects, many of which may be compatible with this plan. These planners and participating citizens can play an important role in implementing this plan by developing neighborhood improvement projects that are eligible for funding under the National Scenic Byways Program.

The third District agency to be involved in this plan and the DC Byways Program is the Office of the Deputy Mayor for Planning and Economic Development. This office assists the Mayor in the coordination, planning, supervision, and in some cases execution of all programs, policies, proposals, and functions related to economic development in the District of Columbia. The Deputy Mayor serves as a liaison between the Mayor and the business and development communities and other agencies. This office

also works with the Washington DC Marketing Center, a public-private partnership, to market the District to the business and retail community.

Finally, and most important, this CMP and the DC Byways Program overall will be most effective if they are backed by an active partnership of stakeholder agencies, tourism and cultural heritage organizations, and citizen groups. Agencies need to see that the plan is supportive of their own initiatives. Community groups need to perceive this plan as a device to bring about desirable changes such as neighborhood revitalization. All stakeholders need to be able to take "ownership" of the plan.

The Byway Organization should:

- develop a mission statement describing the purpose of the group;
- meet regularly to review the status of implementation projects;
- review goals, add new objectives, and retire completed objectives;
- prepare annual action plans; and
- make recommendations to DDOT for funding applications.

It is important to periodically evaluate the long-term success of the objectives of the CMP. DDOT should develop measurable standards for reviewing the management of the byway, such as the success of the signage program, the marketing efforts, the condition of the roadway, and the availability of funding. The Byway Organization should assist DDOT in conducting periodic reviews of the standards

Recommendations made in this corridor management plan are summarized in the matrix on the following page. Implementation of these measures cannot be scheduled in detail at this time; therefore, these potential actions are categorized as near-term (within one year), mid-range actions (more than one and less than five years), and long-term actions (more than five years).

Priority Recommendations

The following pages provide a complete list of recommendations, compiled from the Component Plans in Chapter 4. The recommendations include suggestions of agencies that could partner together to accomplish the recommendation, as well as a timeframe for completion of the recommendation: near-term (less than 1 year from adoption of this plan); mid-term (5 to 20 years); or long-term (more than 5 years).

The ten recommendations listed below represent the 'Priority Recommendations' from the compiled list, as determined by Advisory Group members and project planners. These priority recommendations should be the focus of initial planning efforts.

- Support East of the River revitalization efforts along Pennsylvania Avenue
- Improve East of the River streetscape amenities, lighting and plantings
- Enhance landscaping around Eastern Market Metro station
- Plant additional shrubs and trees throughout the corridor, especially in parks and larger open spaces, paying particular attention to native species.
- Develop a distinctive logo and sign design for the Byway; fabricate and install in prominent locations along the corridor.
- Develop a tour guide/brochure about the Byway, distribute it to visitor service organizations and publicize the effort.
- Apply for additional federal funding to prepare an interpretation plan.
- Develop bicycle and pedestrian access from the Sousa Bridge to the Anacostia River waterfront.
- Enforce speed limits and explore traffic calming measures East of the River
- Explore the feasibility of designating and signing portions of Pennsylvania Avenue as a bike trail.

Acronyms

- ANC - Advisory Neighborhood Commission
- AOC - Architect of the Capitol
- AWI - Anacostia Waterfront Initiative
- BRMS - Barracks Row Main Street
- CHAMPS - Capitol Hill Association of Merchants and Professionals
- CHRS - Capitol Hill Restoration Society
- DDOT - District Department of Transportation
- DC HTC - District of Columbia Heritage and Tourism Coalition
- DC OP - District of Columbia Office of Planning
- DC OP/HPD - DC OP Historic Preservation Division
- DT DC BID - Downtown District of Columbia Business Improvement District
- FHWA - Federal Highway Administration
- Foggy Bottom HD - Foggy Bottom Historic District
- ICPRB - Interstate Commission on the Potomac River Basin
- NPS - National Park Service
- PEPCO - Potomac Electric Power Company
- WABA - Washington Area Bicyclists Association
- WCTC - Washington Convention and Tourism Coalition
- WMATA - Washington Metropolitan Area Transportation Authority

5 Implementation Recommendations Summary

Recommendation	Suggested Partner Agencies	Timeframe for Completion
<b>Maintenance &amp; Enhancement Plan</b>		
Redesign and visually screen the parking area in front of the Capitol building.	AOC	Near-term
Rehabilitate boarded-up and derelict structures along the corridor	DC OP, ANCs	Mid-term
Improve landscaping and plant additional trees around Eastern Market Metro Station.	WMATA, NPS, DDOT	Near-term
Improve the visual quality of and signage marking access to Congressional Cemetery.	Assoc. for Preservation of Historic Congressional Cemetery	Mid-term
Enhance landscaping at Barney Circle.	NPS, DDOT	Near-term
Provide visual buffers and landscaping improvements at the Anacostia Freeway interchange.	FHWA, PEPCO	Near-term
Bury or remove overhead utility lines at the Anacostia Freeway Interchange.	FHWA, PEPCO	Long-term
Improve East of the River streetscape, plantings, and lighting.	NPS, ANCs, DDOT	Mid-term
Enhance street plantings near 30th & 31st Streets SE to frame first views of the Capitol.	DDOT	Near-term
Support efforts to improve water quality and reduce pollution in Rock Creek and the Anacostia River.	AWI, NPS, ICPRB	Long-term
Plant additional trees and shrubs along the corridor, particularly within parks and larger open spaces where particular attention can be given to restoring native vegetation.	Casey Foundation, NPS, DDOT	Mid-term
Preserve historic buildings on Capitol Hill.	DC OP/HPD, CHRS, ANCs	Long-term
Support the preservation of historic buildings in West End.	Foggy Bottom Historic District	Long-term
Support cultural heritage tours of historic venues; link historic interpretation tours and share signage.	ANCs, DDOT, DC HTC	Mid-term
Support Washington Convention and Tourism Corporation efforts to market and promote Washington, DC.	DC HTC	Near-term
Preserve threatened historic buildings, such as the Old Naval Hospital and Eastern Market.	DC OP, CHRS, ANCs	Long-term
Improve signage for historic resources of Fort Davis to enhance visitors' experience and increase awareness of Civil War earthworks.	NPS	Mid-term
Explore Enhancing the Use of Freedom Plaza	DC OP, NPS	Mid-term
Promote use of the Federal Triangle area.	NCPC, CFA, DTBID, Penn Quarter	Mid-term
Create a node near 7th and 8th Streets SE at the proposed memorial site to capitalize on ongoing revitalization efforts.	NCPC, NPS, CFA, DC OP, CHRS, BRMS, CHAMPS	Mid-term
Support improved access to the Anacostia River from nearby neighborhoods	AWI, ACC	Mid-term
Support East of the River neighborhood revitalization efforts along Pennsylvania Avenue.	Penn Ave Gateway Project, NPS, DC OP	Mid-term
Enhance parks along Pennsylvania Avenue to the east of the Potomac River; develop L'Enfant Park as a community resource; consider expanding Twining Park to match the twin-triangle parks located west of the Potomac River.	NPS, DC Metropolitan Police Department (to address location of substation in Twining), DC OP	Mid-term



Recommendation	Suggested Partner Agencies	Timeframe for Completion
Support efforts to enhance signage, landscaping, and other amenities at Southern Avenue as a gateway to DC. Explore this site as a location for an information kiosk.	Penn Ave Gateway Project, DC OP	Mid-term
Investigate and assess the prehistoric resources of the Anacostia River waterfront and provide interpretation of Native American settlement and occupation.	NPS, DC OP/HPD	Mid-term
Develop pedestrian and bicycle access to the Anacostia River waterfront on both sides of Sousa Bridge.	AWI, DC OP, NPS, WABA	Mid-term
Improve shoreline facilities to expand public use of watercraft on the Anacostia River.	NPS, AWI	Long-term
Designate and improve bicycle trails along the Avenue and connect to adjacent trails.	DDOT, NPS, WABA	Mid-term
Explore and provide additional opportunities for winter ice skating.		Long-term
<b>Visitor Experience</b>		
Apply for additional federal funding to prepare an interpretation plan.	DDOT	Near-term
Develop and install interpretative signs.	DC HTC, DDOT	Mid-term
Conduct a scenic view analysis; identify features that detract from the views.	DDOT	Near-term
Develop a “Photo-Op Stop” plan for the Byway.	DDOT	Near-term
Coordinate with information centers to ensure that byway information is readily available; provide links between visitor centers and other key locations in the city; develop tours that originate from the visitor centers.	DC Marketing Center, Deputy Mayor, DC Chamber of Commerce	Mid-term
<b>Tourism Marketing &amp; Promotion</b>		
Apply for federal funding to prepare a byway-related tourism, marketing, and promotion plan.	DDOT, DC HTC	Near-term
Obtain additional input on desired levels of tourist activities from appropriate Advisory Neighborhood Commissions and other interested parties.	DDOT, DC HTC	Near-term
Adapt the existing District Byway Program logo to create a separate, distinctive logo that identifies the Pennsylvania Avenue Scenic Byway.	DDOT	Near-term
Design and install signs that mark the Pennsylvania Avenue Scenic Byway and, where appropriate, indicate direction to the byway.	DDOT	Near-term
Translate existing and proposed tourism brochures into other languages.	WCTC, DC HTC	Near-term
Publicize the byway and its resources through the efforts of the DC Heritage Tourism Coalition and the Washington, DC Convention and Tourism Corporation.	DDOT, DC HTC, WCTC	Near-term
Market to existing tour group operators, both national and international, particularly those seeking new cultural tourism tours.	WCTC	Mid-term
Advertise in magazines specializing in vacation and travel, American history, architecture, and other related subjects.	WCTC	Mid-term

Recommendation	Suggested Partner Agencies	Timeframe for Completion
Obtain media coverage by issuing press releases.	WCTC	Mid-term
Solicit assistance from the National Scenic Byways Resources Center and attend the SBRC/FHWA biennial national conference.	DDOT	Mid-term
Mention the Pennsylvania Avenue Scenic Byway in heritage trail brochures and other city tourism literature.	WCTC	Mid-term
Promote the byway to ethnic groups and people of color. Reach out specifically to the African American travel market.	WCTC, DC HTC	Mid-term
Support the DC Heritage Tourism Coalition's work on a strategic cultural heritage tourism plan for the city in collaboration with the Washington, DC Convention and Tourism Corporation.	DDOT, WCTC, DC HTC	Mid-term
Identify sites that need work to make them tourist-ready.	DDOT, WCTC	Near-term
<b>Roadway Modifications</b>		
Give priority to maintaining roadway physical components of the byway and streetscape; require timely and quality construction work; give priority to litter and trash pick-up services	DDOT	Long-term
Conduct a survey of Pennsylvania Avenue to assess parking capacities and improvements.	DDOT	Mid-term
Consider allowing left turns at Pennsylvania and 17th Street during non-rush hours.	DDOT	Mid-term
Open E Street at both ends; remove parking at 14th Street.	DDOT	Near-term
Resolve vehicle restrictions in front of the White House.	NCPC, DC OP, DDOT	Near-term
Consider feasibility of Avenue redesign to turn squares into parks at Seward Square and Eastern Market Metro Station.	NPS, DDOT	Mid-term
Explore means to reduce peak hour traffic flows across Sousa Bridge.	DDOT	Mid-term
Enforce speed limits and explore traffic-calming measures East of the River.	DDOT	Mid-term
<b>Streetscape Treatments</b>		
Develop a streetscape plan for the Avenue with appropriate treatment for byway segments, neighborhoods, and districts.	DDOT, NPS	Near-term
Develop lighting recommendations in combination with the streetscape plan; explore the possible installation of attractive, human-scale lighting East of the River.	DDOT	Near-term
Conduct a survey of the byway to identify areas where improved street lighting would enhance the roadway.	DDOT	Near-term
Plant additional trees in parks, medians, green spaces, and walkways in the area near and east of Eastern Market improve streetscape.	NPS, DDOT	Near-term
<b>Multi-Modal Strategy</b>		